



California Complete Count – Census 2020

State Data Center Meeting

November 5, 2019

Agenda

- Welcome
- Census overview
- Outreach strategy to reach the Hardest-to-Count
- Creating opportunities through media
- Questions



Overview



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Roles

What is the difference between work at the federal and state level?



- Conducts the enumeration
- Ensures everyone is counted one time, in the right place



- Conducts a state-wide campaign
- Ensures the hardest-to-reach Californians are educated and motivated to participate



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WHY THE CENSUS MATTERS

**Uplift Our
Neighborhoods**

**Community
Wellness**

**Safe and
Confidential**

**A Voice
for California**

The 2020 Census will help decide how billions of dollars will reach our families. Your answers will help determine funding for dozens of programs that provide essential resources to Californians. Census data determines funding allocations for schools, child care programs, road maintenance projects and social assistance programs.



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Census Year	1990	2000	2010	2020
Budget \$	0	\$24.7	\$2M	\$187.3M
Staff	0	55	5	35
MRR	65%	70% (+5%)	N/A	?
MPR	N/A	76%	73% (-3%)	?
National MPR	N/A	72%	74%	?



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Invitations to complete the 2020 census questionnaire online will be mailed.

Don't Delay! Be sure to fill out your census form before April 30th.

WHEN IS THE CENSUS



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Phase 1: Convene, Collaborate, Capacity Build 2017-18

Phase 2: EDUCATE & MOTIVATE - January – December 2019

2a) Educate: January – June 2019

2b) Motivate: July – December 2019

Phase 3: ACTIVATE January – July 30, 2020

3a) Pre-Census Questionnaire: January- March 11, 2020

3b) Census Self-Response, Be Counted CA, Get Out The Count (GOTC) – March 12-April 30, 2020

3c) Non-Response Follow-Up "It's not too late" – May 1-July 30, 2020

**Phase 4: August 1, 2020 – June 30, 2021
Assess & Report**



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California Census Office Budget

2017-2018

- **\$7M** for LUCA and early planning and outreach
- **\$3M** for early planning and education

2018-19

- **\$90.3M** committed in outreach and operations

2019-20

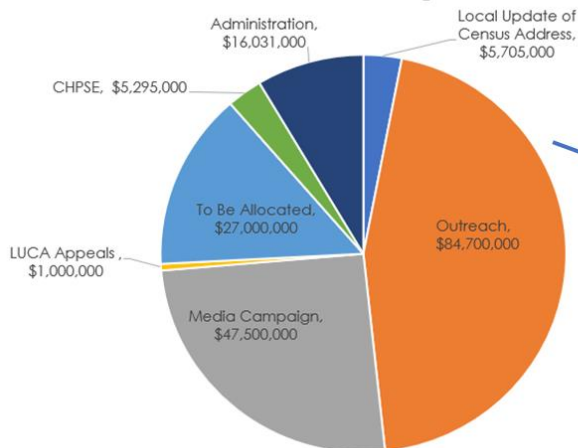
- **\$54M** in Governor's January Budget to further advance outreach and California-based post-Census survey
- **\$3.8M** additional in May Revise to target HTC, enhance database, collection, and analysis
- **\$30M** to be allocated based on campaign needs, with a minimum of **\$2M** dedicated to schools

\$187 Million for Three Fiscal Years

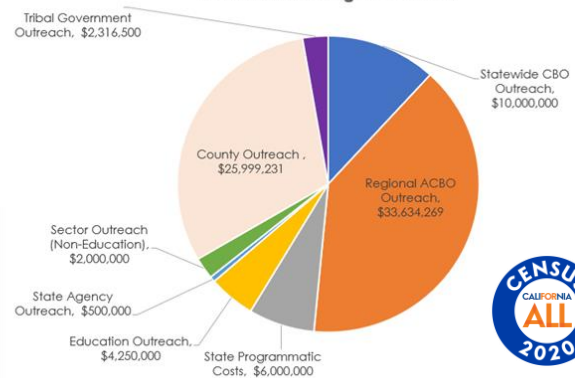


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2020 Census Funding Allocations



Outreach Funding Allocations



Bolstering Existing Efforts

- CHPSE funding
- SwORD tool enhancements to support canvassing
- Expanded County Office of Education funding
- Native American & Tribal Outreach
 - \$316,500 - Tribal Government Contracts
 - \$800,000 - Statewide Community Based Organization Contracts
 - \$2 million for media campaign and additional dollars to Tribal Gov't
- LUCA appeals process and funding support for locals



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Goals for Maximizing Resources

- Build a strong base of trusted community voices
- Allow for increased in-person impressions in the hardest-to-count communities
- Facilitate culturally appropriate engagement within hard-to-count communities
- Break down language access barriers for non-English speaking populations
- Help combat disinformation campaigns
- Create a nimble program that allows for rapid responses and deployment of resources



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Census 2020: Section Name

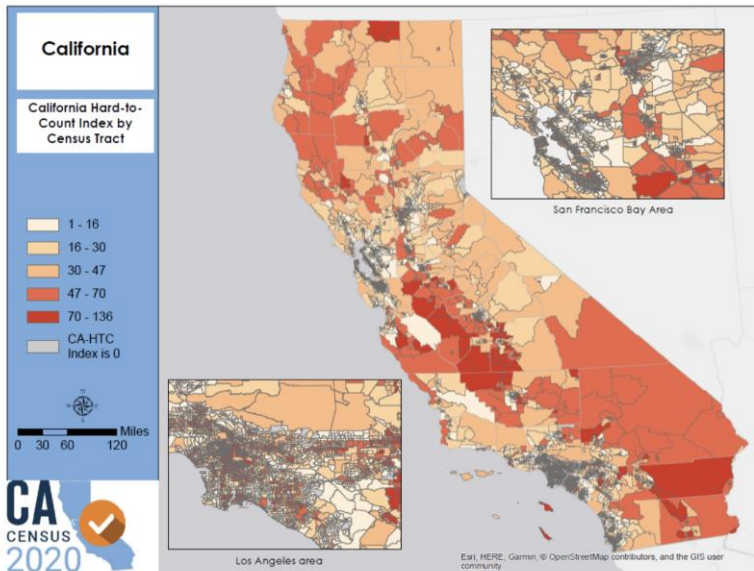
Outreach



Outreach Strategy Overview

- Focus on where the hard-to-count are located
- Recognize California's venerable populations
- Leverage and extend a network of existing CBOs
- Engage trusted messengers to deliver trusted messages
- Drive decisions with data through the SwORD Tool





Hard-to-Count Index

- Based on 14-factors that make individuals and families difficult to enumerate
- Demographic, housing, socio-economic variables
- Helps to quantify likelihood of response and prioritize limited resources



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How do we do this important work?

Partners! Partners! Partners!

- Five types of contractual partners:
 1. Administrative CBOs
 2. State-wide CBOs
 3. Sectors and Industries
 4. K-12 and Higher Education
 5. Tribal Governments
- Partners may extend their work to include other subcontractors/messengers that are trusted in each community.



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Media



Media Campaign Overview

- January 2019 – \$46.1M allocated to media campaign
- April 2019 – Request for Proposal
- July 2019 – Final Award – Mercury Public Affairs
- September 2019 – Branding/Website Launch
- November 2019 – State-wide Media Buy Negotiation
- December 2019 – Earned media focus
- January 2020 – Paid media begins to air in market



Branding

Logo & Variations

Consistent use of our identity will build visibility and recognition to our efforts.

Logo color variations are available for certain applications and to allow for lower-cost print options.



Two Color



One Color



Greyscale



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Branding

Language Specific

The brand was intentionally built to be versatile.

Contractors are able to customize materials with the language that best fits their needs.



ARABIC



ARMENIAN



CHINESE



FARSI



JAPANESE



KHMER



KOREAN



PUNJABI



RUSSIAN



SPANISH



TAGALOG

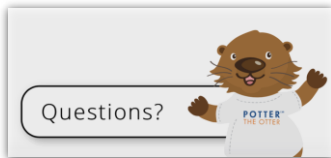


VIETNAMESE



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Campaign Website



CaliforniaCensus.org

- Homepage
- About the 2020 Census
- Why the Census Matters
- Stay Connected
- Chat Bot



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Partner Portal

A convenient online resource for partners to learn and share.

- Built for contractors and trusted partners
- Login / password required
- Updated frequently
- The go-to resource for up to date collateral
- Enables local-to-local sharing

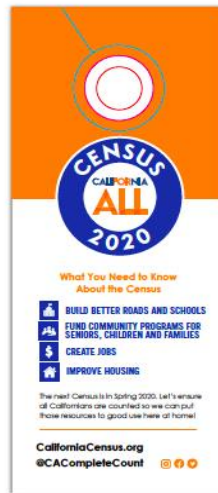


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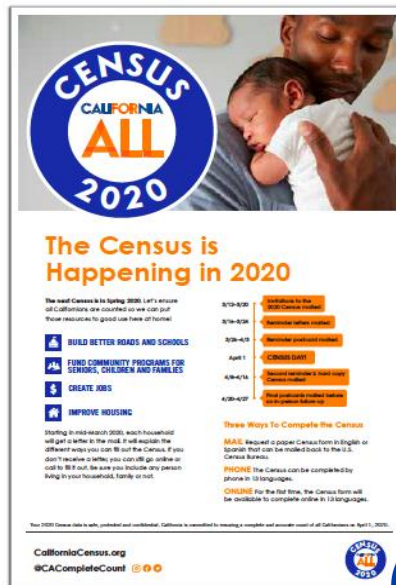
Collateral Samples

The campaign will produce various types of collateral.

Included here is a simple door hanger and flyer.



DOOR HANGER



POSTER/FLYER



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@CACompleteCount Instagram

- Structured, informational
- Fact driven content



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@CACensus Instagram

- Content for the Public and HTC
- Colorful, bright, relatable, diverse, sharable content like: produced videos, commissioned artwork, partner events
- Still has aspects of the CA Complete Count site (orange, blue, white blended in)



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Questions?

www.CaliforniaCensus.org



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